

Minutes of  
CHEROKEE COUNTY  
TOURISM DEVELOPMENT AUTHORITY  
September 10, 2012

The Cherokee County Tourism Development Authority met at 2:00 p.m. on September 10, 2012 in the Board room at the Cherokee County Chamber of Commerce and Welcome Center.

Members present were Callie Moore, Karen Nash, Eric Carlson and Phylis Blackmon. Members absent were Candy Roberts, Gil Hargett and David Wood. Also present was Nancy Lane who served as Clerk to the Board.

The meeting was called to order by Callie Moore. There was a moment of silence and the pledge of allegiance.

After a motion by Phylis Blackmon, seconded by Karen Nash and unanimously adopted, the agenda was approved as amended.

After a motion by Karen Nash, seconded by Eric Carlson and unanimously adopted, the minutes of the August 6, 2012 meeting were approved.

The first item on the agenda was the Financial Report which was tabled.

The next item on the agenda was the bill insert educating taxpayers about Occupancy Tax Collection. Karen Nash reported that the insert would be printed on County letterhead and posted on the County website as well as copies being printed for the Mountain Lakes Board of Realtors meeting on November 8, 2012. Quotes will be obtained for printing costs. Next was a discussion regarding printing forms for reporting and remitting occupancy tax. It was decided to suggest that the County print 100 at a time on a copier, as needed, rather than paying for a printer to print 1,000.

Callie Moore reported that she had met with Scott Cook from NCDOT as a follow up regarding David Wood's TDA-endorsed letter requesting better signage in Northwestern Cherokee County. Five of seven requests that meet the NCDOT guidelines will be placed in approximately three weeks.

Karen Nash made a motion that we contact USFS and ask for signage indicating the change from one National Forest to the other at the state line and for a mileage sign to Bald River Falls. Motion was seconded by Eric Carlson and unanimously adopted.

The next item on the agenda was the Grant Program. Callie Moore gave a re-cap of decisions made during the August 20, 2012 meeting, as follows:

- \$1,000.00 to Chautauqua Andrews Valley Experience (full funding); motion made by Karen Nash, seconded by Phylis Blackmon, unanimously passed.
- \$1,000.00 Cherokee County Arts Council (full funding), motion made by Eric Carlson, seconded by Karen Nash, and unanimously passed.
- \$1,000.00 John C. Campbell Folk School (full funding), motion made by Eric Carlson, seconded by Karen Nash, and unanimously passed.
- Asked for additional information on the Heritage Walk request of \$500.00.
- Approved Cedar Valley Farmers Market Summer Fest request of \$400.00, from the Mountain Heritage fund of the regular budget, rather than from the Grants Program, motion made by Karen Nash, seconded by Eric Carlson, passed by a vote of 3 to 1.

Callie Moore distributed copies of the grant application which had been edited to clarify certain questions.

Phylis Blackmon reported that she attended the September 10, 2012 commissioners meeting as a representative of the TDA board. The Tourism Development Authority has now stated on record that they support increased river access on County-owned property and have asked the commissioners to consider working with the Wildlife Resources Commission in that regard .

The next item on the agenda was the Scenic Byway Designation for Joe Brown Highway. Callie Moore stated that NCDOT plans to completely pave Joe Brown Highway by the end of 2012, which would have been a barrier to scenic byway status. It was agreed that the application process should start as soon as possible rather than waiting until paving is completed.

Sherry Bell Dukes, from the Blue Ridge Highlander, made a presentation regarding their online magazine and mobile app. After completion of the presentation and much discussion, Phylis Blackmon covered numerous print advertising possibilities. Callie Moore suggested that a representative from Smoky Mountain Host give a presentation to the Tourism Development Authority regarding their programs. Smoky Mountain Host's annual meeting is November 29, 2012. It was suggested members of the TDA attend since the theme is "Outdoor Recreation Means Business."

Phylis Blackmon made a motion that we participate in the online magazine of the Blue Ridge Highlander at \$3,600.00 per year, seconded by Eric Carlson and passing with a vote of 3 to 1.

Eric Carlson made a motion that we place an ad in the January (travel guide) issue of Blue Ridge Country in amount up to \$1,700.00. The motion was seconded by Phylis Blackmon and unanimously adopted.

Callie Moore requested that Phylis Blackmon investigate the Our State mobile app and report her findings.

The next item on the agenda was the funding request for the NC STEP community promotion video. After discussion Eric Carlson made a motion to approve the request of \$500.00 to be taken from the Mountain Culture fund. Motion was seconded by Karen Nash and unanimously adopted, with Phylis Blackmon abstaining from voting since she serves on the NC STEP Planning Team.

The next item on the agenda was the Andrews Visitors' Center. Callie Moore reported that the Andrews Chamber Board of Directors had not responded with a proposal to operate the Andrews Rest Area Visitors Center, as requested in correspondence following the TDA August 6, 2012 meeting. After discussion Phylis Blackmon was asked to discuss this matter with the Cherokee County Chamber of Commerce Board of Directors to see if they would consider contracting to operate the Andrews Rest Area Visitors Center.

The next item on the agenda was the printed material to be mailed out to people who ask for information about Cherokee County. Phylis Blackmon was asked to obtain a quote to have the Visitors Guide reprinted as well as a smaller rack card or tri-fold brochure.

The next item on the agenda was the Hiwassee River Watershed Coalition partnership/support. Callie Moore reported that there is a grant opportunity through NCDENR Division of Water Resources. The deadline for applying is December 1 and this item will be placed on the October agenda.

Callie Moore reported that the county has been advertising for persons to be appointed to fill the vacancy created by Danny Slucher's resignation. It is anticipated that the commissioners will fill the appointment during their October 1 meeting.

During the public forum, Jeff Cole, who was invited to the meeting by David Wood, discussed making videos of Cherokee County. He provided a CD with samples of work he has done, including whitewater videos shot on the Ocoee River.

There being no further business, Karen Nash made a motion to adjourn, the motion was seconded by Phylis Blackmon, and unanimously adopted.

Approved:

Phylis Blackmon

Nancy Lane  
Nancy Lane, Clerk to the Board